BAC

RJ REYNOLDS
TOBACCO COMPANY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

REVISED November 17, 1995

RJR Account #375878
P. Cox
McLANE-NORTHEAST

December VAP Promotion (#501763): Doral *B2G1F*

Dear Paul:

Doral B1G1F product, as well as Live product, in quantities listed below has been ordered to cover your December 1995 authomatic monthly display shipment to your participating retail accounts. 905 SKUs of sleeves (item #492302) have been ordered to Consolidated Industries to pack this Promotion.

UPC Code	DORAL STYLE	#/ (6M) Cases B1G1F Product	#/ (12M) Cases Live Product
12300-22665	*FF*	61	15
12300-22662	*FF 100*	61	15
12300-22660	*Lt*	61	15
12300-22661	*Lt 100*	61	15

Product / Premium Arrival:	November 27, 1995
Ship Date to Retail:	Week of: December 11, 1995
SKU CUBE:	1.3090
SKU WT (w/o Product):	4.0000 lbs
Retail Sales Offer per Sku:	40 units
Billing per Sku:	8 (Savings) Cartons
EFT $ Amount:	$44,035.61

Promotion Description: Utilize self-contained shipper. Shipper has 40 buy-2-get-1free sleeves. Buy-1-get-1-free product should be placed into the sleeve and an additional 'Live' pack inserted with it. B1G1F product will be pre-banded. Display contains *1996 Free Calendar Offer*.

** *SHIP NUMBER OF DISPLAYS PER ATTACHED LIST* **
(SEE ATTACHED CIGARETTE DISPLAYS BY STATE)

51862 1946

Source: https://www.industrydocuments.ucsf.edu/docs/pgpm0000

RJR will reimburse you $28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to $3,388.00 **(121 cases @ $28.00).**

If you have any questions, please contact me. As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotions Coordinator
/jc
cc: BAC / RJR
SS / RJR
LEM / RJR
R. Moore / McLane

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

VAPB2G1F.DOC

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STATE STAMPING

McLANE NE
#375878

BY STATE: NO./CARTONS TO STAMP 'B1G1F'										
DORAL B2G1F	CT	MA	ME	NH	NJ	NY	OH	PA	RI	VT
Full Flavor	118	238	4	48	62	616	32	646	42	4
Full Flavor 100	118	238	4	48	62	616	32	646	42	4
Light	118	238	4	48	62	616	32	646	42	4
Light 100	118	238	4	48	62	616	32	646	42	4

BY STATE: NO./CARTONS TO STAMP 'LIVE'										
DORAL B2G1F	CT	MA	ME	NH	NJ	NY	OH	PA	RI	VT
Full Flavor	59	119	2	24	31	308	16	323	21	2
Full Flavor 100	59	119	2	24	31	308	16	323	21	2
Light	59	119	2	24	31	308	16	323	21	2
Light 100	59	119	2	24	31	308	16	323	21	2

State Orders B1G1F (#/cases per style)

ME	0	
VT	0	
CT	4	$ 744.87
MA	8	1,441.73
NH	2	672.43
NJ	2	492.43
NY	21	3,154.51
OH	1	342.20
PA	22	6,604.75
RI	1	120.20
	61	**$13,573.12**
Live Orders	15	30,462.49
		$44,035.61

11/17/95
STAMPING.DOC

51862 1948

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